



Is Your Marketing Team Driving Growth — Or Just Activity?

A quick audit for CEOs who
want to separate noise from
results.



The Reality

Marketing can feel like a black box.

Dozens of KPIs,
new tools every quarter,
LOTS of \$ and motion — *but is it progress?*

As CEO, you don't need every detail. But you
do need clarity.

Here's how to get it fast.

What business outcome is marketing accountable for?

If the answer is “brand awareness” or “MQLs,” push deeper.



You want: Pipeline, Revenue, Retention.



Not just impressions, clicks, or likes.

Marketing should own a number tied to business growth.

Are we focused on our most profitable customer segments?

Great marketing doesn't just bring leads.
It attracts the right ones.

Ask:

- Do we know our best-fit customers?
- Is targeting based on data — or gut?

Are marketing and sales operating as one team?

Misalignment costs you revenue.

Check for:

- Shared definitions (e.g. qualified leads)
- Joint planning and reporting
- Collaborative setup of lead scoring
- Clear handoffs and feedback loops

Alignment isn't a "nice to have"
— it's a growth multiplier.

Is our messaging clear, consistent, and converting?

Your story should be tight across every
channel.

From website to sales deck, it must:

- Speak to your ideal customer
- Differentiate you from competitors
- Drive action

Inconsistent messaging = wasted spend.

What's working — and how fast do we kill what's not?






Marketing must be agile.

Ask for a simple report:

- Top-performing channels, campaigns, or tactics
- Underperformers they've already turned off
- Learnings applied

If they can't answer, that's your answer.

The Red Flags

-  Vanity metrics
-  Lack of revenue accountability
-  No clarity on customer targeting
-  Poor sales alignment
-  No testing or iteration

Even great teams need recalibration.

The Payoff

A high-functioning marketing team:

- ✓ Fuels growth
- ✓ Attracts ideal customers
- ✓ Amplifies sales
- ✓ Proves ROI

And if yours isn't? You don't need a full rebuild — just a clear plan.

Want an objective second opinion?

We offer quick, no-BS assessments for CEOs who want clarity — and results.

Let's unlock your marketing team's full potential!



Get help charting your course for marketing success

Want to know if your marketing team is
truly moving the needle

Let's connect...!

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